

Boston Main Streets **IN BRIEF**

Building vibrant commercial districts

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Boston Main Streets

"In Brief" is a bi-monthly newsletter of the Main Streets' staff and district managers. It communicates important policy update, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements to all involved in the Main Streets collaboration.



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Do you have any technical tips or other news we can all use? Send comments on and contributions to "In Brief" to MainStreets@ci.boston.ma.us
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Check out our Boston Main Streets show "Making Your Neighborhood Work" every Wednesday @ 2:00pm on BNN. Cable channel 9 or 22, See repeats of the show throughout the week on Wed @ 10:30pm, Thurs @ 6:30 am; Sat. @ 10:30 am; Mon. @ 2:00 am. The show can also be seen on RCN cable 15 or 16.

The 2004 Shopping on Main Streets Business Directory will be available mid-January.



Mayor Thomas M. Menino
City of Boston

Sponsored by  Fleet

Join Mayor Thomas M. Menino
Tuesday, November 25, at 2:00 PM
"Holidays on Main Streets Kick-off"
JP Licks, 674 Centre Street, Jamaica Plain

Boston Main Streets is pleased to have Fleet as the sponsor for the **Shopping/Holidays on Main Streets** campaign. With this infusion of funds we are able to provide assistance to the main streets districts for promotional materials: Holidays on Main Streets shopping bags, Shopping on Main Streets business directories, and small grants to each Main Street program for materials and ads to support their local holiday events.

FleetBoston Financial Foundation
2003 Grant to BMS Programs

Boston Main Streets districts recently received \$39,000 from the FleetBoston Financial Foundation as part of their overall support of the Boston Main Streets Program. In the award letter to the districts, Gail Snowden, President, FleetBoston Financial Foundation, said to Main Streets Directors "it is our pleasure to partner with you in your efforts to revitalize and strengthen the commercial corridors of our communities".



**Fleet Check Presentation to Boston Main Streets Districts
November 13, 2003**

Neighborhood Business Loan Program

Hyde Park Main Streets is very pleased to announce a Neighborhood Business Loan Program offered by their Corporate Buddy, the Hyde Park Cooperative Bank. This low interest loan program is available to local businesses and property owners for specific improvements. The loan is earmarked for projects such as surveillance & alarm systems, signage, awnings, painting and other storefront improvements that would also qualify for a matching grant from Hyde Park Main Streets. Storefront Improvement grant applications are available at the HPMS office or by e-mail.

Superbowl Raffle

The odds are in your favor! Don't miss out on the First Annual Hyde Park Main Streets Super Bowl Raffle, over half the tickets are already sold and time is running out for you to take a chance on this amazing prize package. Sales are limited to only 300 tickets and once the last one is sold that is it. Please join us at the drawing on Monday, December 1, 2003 at Cappy's Tavern in Wolcott Square. All proceeds will go directly to Hyde Park Main Streets, and the cost of your ticket purchase is tax deductible as allowable by law. All ticket purchasers this year will be automatically eligible for a private charter member sale next year prior to the public launch.

Welcome!

Joy Ruiz, Design Services Manager
OBD/ Boston Main Streets



Mayor Thomas M. Menino
City of Boston

Sponsored by



“Dot Ave Scavenger Hunt”

In a cliffhanger, the Dot Sox edged the Designing Women/Nancy Squared team to win the \$500 first prize in St. Mark's Area Main Street's first Dot Ave. Scavenger Hunt held on Saturday, October 11. Wayne and Kathleen Layden of Layden's Pub hosted the hunters, and SMAMS president Tom Carroll and marketing manager Nancy LeBlanc organized the event. Part of SMAMS' mission is to promote the district and its businesses, and the hunt did just that. Hunters walked throughout the neighborhood and went into many of the stores to collect up to 59 items. According to Tom, "It's the perfect way to get potential customers into the shops and have fun at the same time."

Happenings on Main Streets

- ❖ *Holidays on Main Streets Kickoff, November 25, 2003*
- ❖ *Hyde Park Super Bowl Raffle, December 1, 2003*
- ❖ *Main Streets programs will staff a table at the Winterlights Festival @ the Shops @ Prudential December 6 and 7. Contact Amy 617.236.2342 for more information.*
- ❖ *Mission Hill "Walk Historic Mission Hill". December 13, 2003*
- ❖ *Centre/South Annual Meeting, December 14, 2003*
- ❖ *Centre/South "JP Thursdays", Every Thursday Shop Late 'Til 8*

Great things are happening in Boston Main Streets Districts for the holidays. For further information Contact your local Main Streets District and visit www.bostonmainstreets.com